

Message Text

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SUBJ: VII NATIONAL EXPORT CENTER DIRECTORS MEETING

1. SEVENTH ANNUAL MEETING OF LATIN AMERICAN NATIONAL EXPORT CENTER DIRECTORS, ACTING AS BOARD OF DIRECTORS FOR INTER-AMERICAN EXPORT PROMOTION CENTER (CIPE), BEGAN MAY 25 IN GUATEMALA. ONE OF THE MAIN SUBJECTS FOR CONSIDERATION WAS A NEW ORIENTATION FOR CIPE, AN ORGANIZATION THAT IN THE PAST CONCENTRATED ON INSTITUTIONAL TECHNICAL ASSISTANCE TO NATIONAL EXPORT PROMOTION CENTERS. INTENTION OF CIPE'S NEW MANAGEMENT TO SHIFT TO A MARKETING ORIENTATION MET SOME OPPOSITION FROM SEVERAL COUNTRIES, PARTICULARLY ECUADOR, THAT STILL FEEL THE NEED FOR MORE INSTITUTIONAL ASSISTANCE. MEETING FINALLY REACHED CONSENSUS TO RECOMMEND A NEW EMPHASIS ON A PRODUCT AND MARKET APPROACH BUT TO CONTINUE INSTITUTIONAL ASSISTANCE FOR THOSE WHO NEED IT; TO RECOMMEND THAT CIPE COORDINATE ITS EFFORTS WITH OTHERS WHO ARE OFFERING EXPORT PROMOTION ASSISTANCE; AND TO RECOMMEND AN EVALUATION SYSTEM, QUANTIFYING RESULTS OF PRODUCT/MARKET ASSISTANCE WHEN POSSIBLE.

2. RECOMMENDATION TO COORDINATE EXPORT PROMOTION ASSISTANCE ESSENTIALLY CONCERNS THE INTERNATIONAL TRADE CENTER, AN UNCTAD AGENCY IN GENEVA, AND THE RELATIVELY NEW IMPORT

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PROMOTION CENTERS IN SOME EUROPEAN COUNTRIES, MOST NOTABLY THE NETHERLANDS AND SWEDEN. HEADS OF THESE DUTCH AND SWEDISH OFFICES WILL PARTICIPATE IN A ROUND-TABLE MAY 27, TO CLOSE THE MEETING, ON COORDINATING PROGRAMS AMONG THE VARIOUS AGENCIES. AMONG OTHER THINGS, THE ITC MAY BE ABLE TO PROVIDE SOME OF THE INSTITUTIONAL ASSISTANCE THAT CIPE WANTS TO GET OUT OF. CIPE MANAGEMENT IS ALSO TARGETING JAPAN

TO SOME EXTENT, AND IS ALREADY UTILIZING THE SERVICES OF A JAPANESE ECONOMIST PROVIDED TO IT FOR ONE YEAR BY JAPAN FREE OF COST. MANAGEMENT ALSO PROPOSES TO BUILD UP ITS NEW YORK FIELD OFFICE MORE RAPIDLY THAN ITS BOGOTA HEADQUARTERS.

3. THE OTHER IMPORTANT AGENDA ITEM WAS MIAMI'S PROPOSED "TRADE FAIR OF THE AMERICAS" TO TAKE PLACE MARCH 8-19, 1978, WITH CIPE'S ASSISTANCE. STRONG MIAMI DELEGATION LED BY MAYOR FERRE AND DEPUTY MAYOR GIBSON COME TO GUATEMALA TO LOBBY FOR THE FAIR AND MAKE A DETAILED PRESENTATION TO THE MEETING. MIAMI IS DETERMINED TO HOLD THE FAIR, AND MOST LATIN AMERICAN AND CARIBBEAN COUNTRIES APPARENTLY EXPECT TO PARTICIPATE. DISCUSSIONS OF CIPE'S ROLE BOTH BY CIPE OFFICIALS AND BY DELEGATES EMPHASIZED ITS NECESSARILY VERY MODEST CHARACTER. WITH LESS THAN TEN MONTHS TO GO, THERE IS A CONSIDERABLE AMOUNT OF WORK YET TO BE DONE; MIAMI OFFICIALS APPRECIATE THIS BUT INTEND TO PROCEED ON SCHEDULE. BOSTER

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